

## **Historic, Archive Document**

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# Universal Bulb Corporation

N. R. CRONQUIST, PRESIDENT

GROWERS • IMPORTERS • EXPORTERS

TELEPHONE CHELSEA 2-1090

CABLE ADDRESS: UNIBULBS, NEW YORK

134 WEST 26TH STREET  
NEW YORK CITY



## DAHLIAS

**MRS. JAMES ALBIN, FD.** We offer this grand yellow decorative as by far the best variety in its color that we have ever grown and we do not hesitate to say that it is far ahead of any yellow on the market for florists and growers.

The bloom is of an excellent formal type, deep rich yellow in color and is a very good keeper. The stems are straight and stiff and may be cut three feet or more in length.

The plants are uniformly vigorous and healthy in growth, have a rich green foliage, are free from disease and seem exceptionally resistant to insect attack. They grow four to five feet in height and branch freely, producing a heavy crop of flowers.

Due to heavy increase in stock we are able to make a reduction in price that will place it within reach of all florists who wish a high class commercial yellow for the cut flower trade.

Roots 60c ea.; \$7.00 doz.; \$50.00 per 100

C—Cactus FD—Formal Decorative ID—Informal Decorative SC—Semi-Cactus

### LARGE FLOWERING VARIETIES

	12	100		12	100
AMERICA'S SWEETHEART, ID. Large yellow	6.00	40.00	EVENTIDE, ID. Royal purple	10.50	80.00
AMI JOALLAND, ID. Wine tipped white	7.00	50.00	FIRE BALL, FD. Large fiery red	4.50	30.00
BALLEGO'S SURPRISE, SC. Pure white	6.00	40.00	FLORISTS WHITE, FD. Pure white	1.75	12.00
BETTY LEE, ID. Apple blossom pink	1.50	10.00	FOREST FIRE, ID. Red and yellow blend	3.00	20.00
BLUE JERSEY, FD. Deep lavender pink	1.25	8.00	FRANCIS LAROCCO, IMP. FD. Deep yellow	1.00	7.00
BITTERSWEET, ID. Red and amber	8.00	60.00	GERTRUDE LAWRENCE, ID. Cerise red	10.00	75.00
BLUE RIVER, FD. Lavender mauve	4.00	30.00	GLAMOUR, ID. Purple shaded violet	10.50	80.00
BRONZE GLORY, ID. Coppery bronze	6.00	40.00	GOLDEN ECLIPSE, FD. Golden yellow	1.00	7.00
CALIFORNIA IDOL, ID. Large deep yellow	3.50	25.00	GOLDEN STANDARD, C. Old gold	3.00	20.00
CALIFORNIA ROSE, ID. Clear rose pink	3.50	25.00	HUNT'S VELVET WONDER, ID. Purple	3.50	25.00
CARL G. DAHL, ID. Buff shaded red	7.00	50.00	INCANDESCENT, ID. Rich rosy buff	3.00	20.00
CAVALCADE, FD. Rich rose pink	1.75	12.00	JAMES KIRBY, ID. Rich ruby red	1.75	12.00
CHALLENGER, SC. Brilliant cardinal	7.00	50.00	JAMES KIRBY (Sport), ID. Light scarlet	3.50	25.00
CHAMBERLAIN, ID. Pink and gold blend	6.00	40.00	JANE COWL, ID. Bronze, apricot and gold	1.00	7.00
CLARA CARDER, ID. Cyclamen pink	1.75	12.00	JANE ROSS, ID. Rich purple	3.00	20.00
CLASSIC, FD. White shaded orchid	3.50	25.00	JEAN KERR, FD. Fine florists white	1.00	5.00
COMETEER, C. Rich golden bronze	3.50	25.00	JERSEY BEACON, FD. Chinese red	1.00	8.00
CORNELL, ID. Wine and white bi-color	7.00	50.00	JERSEY'S BEAUTY, FD. Florists pink	1.00	5.00
CURLEY LOCKS, ID. Gold shaded apricot	7.00	50.00	JERSEY DAINTY, C. White shaded pink	2.50	15.00
DIR. MARSHALL HOWE, FD. Rich purple	17.00	125.00	JERSEY RED BEAUTY, ID. Rich red	1.50	10.00
EDW. RINDFLEISCH, ID. Large scarlet	3.00	20.00	JERSEY WHITE BEAUTY, FD. New white	2.50	15.00
ELISSA LANDI, FD. Clear amber	2.50	15.00	JESSICA DRAGONETTE, SC. Apricot and pink	6.00	40.00
ELLA MAY, C. Rhodamine purple	3.00	20.00	JOYCE LOUISE, ID. Very large pink	9.00	65.00

## LARGE FLOWERING VARIETIES—Cont'd

	12	100
KENTUCKY, FD. Salmon and pink blend.....	1.00	7.00
KISS ME, SC. Small red and white bi-color.....	1.00	7.00
LE TOREADOR, FD. Rich crimson.....	1.00	5.00
LENDIA HANKS, SC. Pomegranate purple.....	10.00	75.00
LOIS WALCHER, FD. Purple tipped white.....	9.00	65.00
LORD OF AUTUMN, ID. Large deep yellow.....	7.00	50.00
MAD, ALBERT, LOIX, ID. Creamy white.....	7.00	50.00
MARY BOND, FD. Apricot and peach.....	4.50	30.00
MICHIGAN WHITE, ID. Pure white.....	6.00	40.00
MID WEST CHAMPION, ID. Violet rose.....	4.00	30.00
MILTON J. CROSS, D. Yellow shaded rose.....	4.00	30.00
MISS BELGIUM, C. Bright orange.....	4.00	30.00
MISS ELSIE JANE, SC. Bl. pink and violet.....	3.50	25.00
MISS OHIO, C. Deep rosy lilac.....	4.00	30.00
MONMOUTH CHAMPION, ID. Flame color.....	1.50	10.00
MRS. B. AMBERS, FD. Cadmium yellow.....	9.00	65.00
MRS. EDNA SPENCER, C. Pale lavender.....	1.75	12.00
MRS. GEO. LE BOUTILLIER, FD. Carmine.....	1.75	12.00
MRS. HERBERT O'CONNOR, C. Rose pink.....	2.25	15.00
MRS. I. DE VER WARNER, FD. Lilac rose.....	1.00	7.00
MRS. JAMES ALBIN, FD. Clear deep yellow.....	7.00	50.00
NATHAN HALE, FD. Best Florist bronze.....	1.00	5.00
NEGUS, FD. Deep maroon, nearly black.....	5.00	35.00
OAKLEIGH MONARCH, FD. Blood red.....	4.00	30.00
OMAR KHAYYAM, FD. Orange and red.....	1.50	10.00
PINK GRAND, ID. Large clear pink.....	7.00	50.00
PRIDE OF AUSTINBURG, ID. Bronzy pink.....	3.00	20.00
RAINBOW'S END, FD. Red and yellow blend.....	3.50	25.00
ROSALEE, FD. Fine new pink.....	1.75	12.00
ROYAL PURCHASE, C. Golden yellow.....	2.25	15.00
RUBY TAYLOR, FD. Deep carmine.....	2.25	15.00
RUDOLF'S GIANT, ID. Orange and buff.....	10.00	75.00
SAN FRANCISCO, ID. Salmon pink.....	10.00	75.00
SON OF SATAN, C. Very large scarlet.....	6.00	40.00
SPOTLIGHT, SC. Large clear yellow.....	2.25	15.00
STAR OF BETHLEHEM, FD. Fine pure white.....	2.25	15.00
SULTAN OF HILLCREST, FD. Old gold.....	1.75	12.00
SUNRAYS, FD. Buff shaded red.....	8.00	55.00
THOMAS EDISON, FD. Royal purple.....	3.00	20.00
VOLCANO, FD. Red and flame orange.....	6.00	40.00
WATCHUNG GIANT, ID. Golden yellow.....	2.25	15.00
WHITE KING, FD. Standard white.....	1.25	8.00
WHITE WONDER, ID. Large pure white.....	1.50	10.00
YELLOW JANE COWL, ID. Rich yellow.....	1.25	10.00

## SINGLES

AUTUMN GLOW, D-2½". Peach and gold.....	2.75	20.00
CARDINAL, M-2". Rich red, yellow center.....	2.25	15.00
CHANCELLOR, D-3". Mahogany, dark center.....	4.00	30.00
ESTELLE, M-3½". Clear violet rose.....	2.25	15.00
FUJI SAN, M-2". Dull gold, dark center.....	2.00	14.00
GLORIA, T-3". Wine and white bi-color.....	2.00	14.00
GOLDEN BELLE, M-2". Rich golden yellow.....	3.00	20.00
LITTLE AMERICA, T-3½". Creamy white.....	3.00	20.00
LOUISE, M-2½". Light mauve, maroon disc.....	3.00	20.00
LUCIUS, M-2½". Rich burnt orange.....	3.00	20.00
NEWPORT WONDER, M-4". Soft pink.....	2.25	12.00
PINK BEAUTY, T-2". Clearest pink.....	2.25	15.00

## SINGLES—Cont'd

	12	100
PURITY, T-4". Pure white.....	2.25	15.00
VIVACIOUS, T-4". Brilliant orange.....	3.00	20.00
WHITE FLAG, D-2½". New pure white.....	4.50	30.00
YELLOW QUEEN, T-3½". Lemon yellow.....	2.00	14.00

Height of plants: T-Tall; M-Medium; D-Dwarf.  
Approximate diameter of bloom is also shown.

## MINIATURES

MINIATURES HAVE NOW BECOME FULLY RECOGNIZED BY GROWERS AND THE FLOWER BUYING PUBLIC AS A MOST IMPORTANT ADDITION TO THE LIST OF DAHLIAS SUITABLE TO THE FLORIST TRADE AND FOR GENERAL HOUSE DECORATIONS.

WE ARE FEATURING A NEW STRAIN OF TALL GROWING, LONG STEMMED VARIETIES IN AN ATTRACTIVE COLOR RANGE AND WITH GOOD KEEPING QUALITIES, THAT ARE MOST SUITABLE TO THE FLORIST TRADE. MOST OF THEM GROW FROM 4 TO 5 FEET IN HEIGHT AND SELL FOR THE HIGHEST PRICES ON THE NEW YORK FLOWER MARKET.

GROW MINIATURES AND PROFIT BY THIS TREND ON THE PART OF THE PUBLIC TO BUY THE SMALL TYPE OF DAHLIAS.

AMERICAN BEAUTY, MFD. Deep rose red.....	1.50	10.00
BABY ROYAL, MSC. Pink and gold blend.....	1.75	12.00
BISHOP OF LLANDAFF, MP. Rich scarlet.....	1.75	12.00
BUCKEYE BABY, MFD. Rich golden buff.....	2.50	15.00
CHARD'S VANITY, MSC. Soft rose pink.....	2.50	15.00
DIANA JEAN, MFD. Pale yellow.....	3.00	20.00
DUBONNET, MSC. Oxblood red.....	3.00	20.00
FAIRY, MFD. Violet rose.....	1.25	8.00
FOREST FIRE JR, MID. Red and yellow.....	4.00	25.00
HULIN'S CHERUB, MFD. Pink and gold.....	3.00	20.00
IRENE, MFD. Soft old rose.....	1.25	8.00
JAMBOREE, MSC. Rosy lilac and gold.....	2.50	15.00
JULIA S., MC. Pink with gold suff.....	2.50	15.00
KENTUCKY BABE, MFD. Salmon and rose.....	2.50	15.00
LADY MARY HOPE, MID. Amber and white.....	2.50	15.00
LITTLE FIREBALL, MFD. Fiery scarlet.....	3.00	20.00
LITTLE NEMO, MD. Crimson tipped white.....	2.50	15.00
McKAY'S PURITY, MFD. Pure white.....	4.00	25.00
RED BONNET, MFD. Rich scarlet.....	6.00	40.00
RED SEA, MID. Fiery red.....	1.50	10.00
SANHICAN'S SWEETHEART, MC. Salmon.....	2.00	14.00
SNOWSPRITE, MSC. Pure white.....	3.00	20.00
SYLVIA, MFD. Carmine.....	1.25	8.00
TEDDY JOHNSON, MFD. Apple bloss. pink.....	1.50	10.00
TROJAN, MSC. Brilliant red.....	4.00	—
WHISPER, MC. Clear yellow.....	2.50	15.00

## DWARF DAHLIAS

AEMSTEL'S GLORY. Orange-scarlet.....	3.00	25.00
EASTER GREETING. White.....	3.00	25.00
ELEANOR. Orange-crimson.....	3.00	25.00
GERDA. Lilac-rose cactus.....	3.00	25.00
MARIA. Pure white.....	3.00	25.00
RHEINBECK. Orange-scarlet and yellow.....	3.00	25.00

## NEW MINIATURES

**AURORA, MFD.** Brilliance of color is the outstanding feature of this new miniature. The orange, red and gold blend so perfectly that a flower of rare beauty is produced. The plants are sturdy growers and the long stems hold the bright flowers well above the foliage. **\$7.00 doz.; \$50.00 per 100**

**RANGER, MFD.** Here is a fine little dahlia for the florist. The tall growing plants are of perfect habit and produce an abundance of clear orange-red blooms on long stiff stems. **\$15.00 per 100**

**PRINCESS ALBA, MFD.** Here is a miniature that sets a new high standard in the white class. The plants are tall and of excellent growing habit and produce quantities of perfectly formed blooms on fine long stems. **\$15.00 per 100**

**ROSALIE WHITE, MFD.** A most pleasing bi-color that has become very popular. The color of this little gem is white with broad clean cut bands of deep rose on the edges of the petals leaving the tips white. The plants are medium tall and are sturdy growers and the blooms are held erect on good stiff stems. **\$7.00 doz.; \$50.00 per 100**

**LITTLE ROSEATA, MFD.** This is one of the most important of all the cutting varieties. The blooms averaging from 3 to 3½ inches are a popular shade of soft pink and are good keepers. The plant has an excellent habit of clean open growth, is about 4 feet high and produces flowers freely on stiff straight stems from early season until frost. We do not hesitate to recommend this as the best pink miniature in its class. **\$15.00 per 100**

**KIRBY JR., MFD.** A miniature in the class with Little Roseata. This is a sturdy, tall growing variety excellent for the florist. The color is a deep scarlet with a rich ruby center. This rich shade in a good cutting dahlia rounds out the list of good selling colors we are now offering in our new tall growing miniatures and will make a valuable addition to any collection. **\$15.00 per 100**

**CORINNA, MFD.** A deep yellow miniature of good formation and habit of growth. This is an excellent variety for cutting having good long straight stems and good keeping qualities. It is of great value where a clear pure yellow is needed. **\$15.00 per 100**

**DEANNA, MFD.** The most delightful shade of clear pink, so seldom seen in a dahlia, makes this little gem stand out above all others. The plants are sturdy growers and the blooms are held well above the foliage on long straight stems. A most beautiful little dahlia and a fine commercial variety that is liked by all who see it. **\$15.00 per 100**

**SUFFOLK, MFD.** This is another profitable variety for the florist to grow. The color is a rich apricot and the rather compact blooms, held erect on long stiff stems, are produced freely. Plants are tall and sturdy and remarkably resistant to insects. **\$15.00 per 100**

**BABY SAGAMORE, MFD.** This is one of the most important of all the miniature dahlias. The general color effect is a bright bronze which is always in demand by the florist. The tall plants are of excellent habit and produce blooms in great profusion. The stems are perfect and long and the flowers are long keepers. A new high standard of perfection has been set by this grand little dahlia. **\$15.00 per 100**

**JUDY, MFD.** In this variety we offer a truly grand little dahlia. A great winner in the shows, and it has been certified at Storrs and at the West Virginia Trial Grounds. The medium tall plants are dependable growers and produce quantities of blooms on excellent stems. The color is a rare shade of rich burnt orange. **\$8.00 doz.; \$60.00 per 100**

**CORALETTE, MFD.** A miniature very distinctive both in color and type of bloom. The flowers are perfectly formed and hold tight centers until frost. They are produced freely on very long stems and are most satisfactory for cutting. The color, a new shade of coral pink, is most popular with florists. **\$15.00 per 100**

**MARGO, MFD.** Here is a miniature that grows six feet tall and produces perfectly formed blooms on stems up to 24 inches in length. This dahlia has come a long way from the dwarf varieties of a few years ago and sets a new standard in the commercial miniature class. The blooms are an unusual shade of scarlet-pink and are excellent keepers. **\$10.00 per 100**

**LANNIE, MFD.** This is a fast blooming, clear, deep yellow of compact formation with long stiff stems. Plants are very tall and extremely prolific, blooming from early season until frost. **\$10.00 per 100**

**ORANGE GLORY, MFD.** A very beautiful orange colored decorative of perfect formation. It is a most pleasing one-tone shade and is extremely desirable for cutting. Plants are sturdy growers. **\$10.00 per 100**

**LITTLE DUKE, MFD.** The color of this little formal is a deep rich Burgundy. The very dark green, insect resistant foliage forms a pleasing contrast to the richly colored blooms. The plants are unusually sturdy and can stand the hardest seasons. **\$15.00 per 100**

**PAULA, MFD.** A beautiful little formal of clear lilac. Plants are free blooming and are very sturdy growers with dark green foliage. **\$10.00 per 100**

**HENRIETTA, MP.** In this novelty we offer something decidedly different. The flowers are white with yellow centers and the petals are margined with bright orange. A sure winner for you. **\$15.00 per 100**

**TAMARA, MP.** A seeding of Henrietta and exactly like it in form of bloom and habit of growth but the flowers are margined with brilliant red instead of orange. These two novelties will "shine" in the garden, the florist's shop or the exhibition hall. **\$15.00 per 100**



## POMPONS

Key: Exh.—Exhibition—1½" or less.  
C.—Commercial—Over 1½".

	12	100
AMBER GLOW, C. Coral and gold blend.....	1.50	12.00
ANNA VON SCHWERIN, Exh. Pink and white...	2.00	15.00
ATOM, Exh. Very small deep orange-red.....	3.00	20.00
BETTY ANNE, Exh. Soft clear pink.....	1.75	12.00
BETTY MALONE, Exh. White shaded violet.....	7.00	50.00
BRIGHT RED, Exh. Rich deep red.....	1.00	8.00
CARDINAL, C. Brilliant cardinal red.....	1.00	6.00
CHERRIDOR, C. Deep orange red.....	2.00	15.00
CLOVER, Exh. Soft pink and white.....	11.00	90.00
CORAL GLOW, Exh. Pink and gold blend.....	2.00	15.00
EDITH MUELLER, C. Rose-red and gold.....	1.00	5.00
ELIZABETH ANN, C. Peach and rose blend.....	1.75	12.00
FELECIA, C. Scarlet and yellow blend.....	2.00	15.00
FLORIST'S GEM, C. Bright red and yellow.....	1.75	12.00
GERDA, C. Creamy yellow.....	1.50	10.00
GOLDEN PHEASANT, C. Bronze and gold.....	3.00	20.00
GOLDEN QUEEN, C. Rich deep yellow.....	1.00	6.00
GUIDING STAR, C. Pure white.....	1.50	10.00
HAAKE'S GLOW, C. Old rose and gold.....	1.00	8.00
HONEY, Exh. Pale yellow edged rose.....	1.50	10.00
JOE FETTE, Exh. Pure white.....	1.00	8.00
JOHNNY, Exh. Very deep crimson.....	2.00	15.00
JOHNNY PEPPIN, Exh. Dark red.....	1.00	8.00
LITTLE ELK, C. Rich bronze.....	1.50	10.00
LITTLE SNOW WHITE, Exh. New white.....	3.50	25.00
MARY MUNNS, Exh. Deep orchid.....	1.00	8.00
MISS ALMA, C. Deep lavender and white.....	1.50	10.00
MORNING MIST, C. Delicate lavender.....	1.50	10.00
ORANGE GEM, Exh. Brightest orange.....	1.75	12.00
PINK LADY, Exh. Light pink.....	1.75	12.00
PURPLE GEM, C. Rich royal purple.....	5.50	40.00
RED WARRIOR, Exh. New bright red.....	5.50	40.00
ROSA WILMOUTH, Exh. Light rose pink.....	1.00	8.00
ROYAL PURPLE, C. Deep purple.....	1.00	8.00
SHERRY, Exh. Petunia purple.....	1.75	12.00
SNOWCLAD, C. Pure white.....	1.00	8.00
VIVID, C. Bright cardinal.....	1.00	5.00
YELLOW GEM, Exh. Standard yellow.....	1.00	8.00

## ORCHIDS

	12	100
BEAVER, Rose with deep rose reverse.....	2.00	15.00
BUTTERCUP, Clear deep yellow.....	2.00	15.00
DAHLIADEL TWINKLE, Rose and white.....	2.00	15.00
DAHLIADEL WHISPER, Yellow and scarlet.....	2.00	15.00
M. JACQUES GALLARD, Rich rose and gold.....	2.00	15.00
RUBY, White with deep rose reverse.....	2.00	15.00

## BALL

CHARLOTTE CALDWELL, Deep apricot.....	2.50	20.00
ELSIE BURGESS, Lavender and white.....	1.50	10.00
KENTUCKY SNOWBALL, Pure white.....	2.50	20.00
MARY HELEN, Clear deep yellow.....	1.50	10.00
PINK BALL, Beautiful silvery pink.....	2.50	20.00
PRINCESS ALINE, Clear deep pink.....	2.50	20.00
SUPT. AMHRYN, Clear rose pink.....	2.50	20.00

## COLLARETTES

MISS JULIE—This new collarette is a grand addition to its class. The color is a rich, deep wine red with florets of the same color producing a bloom of rare beauty. The tall plants are sturdy growers and are very free blooming.

\$10.00 doz.; \$75.00 per 100

ANNABELLE—Another new collarette possessing all of the good qualities of Miss Julie but the color is a pleasing shade of clear pink with pink florets. The tall plants are very strong growers and are covered with bloom throughout the entire season.

\$7.00 doz.; \$50.00 per 100

ERICA, Rich maroon, white collar.....	1.50	12.00
FLANDER'S FIELD, Red with red collar.....	1.75	14.00
LA GOLANDRINA, Old rose shaded gold.....	3.00	25.00
ORANGE QUEEN, Orange, yellow collar.....	1.75	14.00
PREAKNESS, Pure white, white collar.....	2.50	20.00